

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 4

NEW YORK, JULY 24, 1909

5 CENTS A COPY

## ADVERTISING CLUBS

**WILL HAVE MIGHTY GATHERING AT LOUISVILLE, KY., AUGUST 25.**

Programme Said to be Most Inclusive Ever Arranged for a Meeting of the Associated Clubs—Aside from Business Features There Will be an Elaborate Schedule of Entertainment, and Visits to Points of Interest.

Arrangements have been practically completed for the convention of the Associated Advertising Clubs of America which meets in Louisville, Ky., August 25. The programme is said to be the most inclusive ever arranged for a meeting of the Associated Clubs. Every phase of advertising will be discussed and some of the largest business men of the country are expected to attend.

Apart from the business features of the meeting there will be an elaborate schedule of entertainment. Excursions will be made to Fontaine Ferry Park, Riverview, Eastern Park and other places of interest. They will also be entertained at the Seelbach by the Courier-Journal and the Times.

The programme of the convention is as follows:

AUGUST 25.

10 a. m.—Auditorium Seelbach, R. S. Brown, chairman.

Convention committee, presiding.

Welcome by James F. Grinstead, Mayor of Louisville.

Greeting by A. B. Lipscomb, president Louisville club.

Response.

Solo by Miss Nellie Mae Hewitt.

Col. Brown extends glad hand to President Gibbs.

President's annual address.

Reports of officers.

Appointment of committees.

Reports of standing committees.

Reports of divisions.

Introduction of new clubs.

12 noon—Trolley to Riverview.

1 p. m.—Lunch Riverview Park. The Kazoo bank in evidence.

2 p. m.—Meeting Riverview Park.

Frank Van Camp, president Van Camp Packing Co., Indianapolis, Ind.—"Advertising, What It Is and Its Effect Upon the Consumer."

Louis Scurlock, Kansas City, Mo., president Provident Land Company—"The Legal Responsibility of An Advertiser."

W. A. Ferree, St. Louis, Mo., department of advertising printing, Buxton & Skinner Stationery Co.—"Value of Printing Arrangement in Copy."

5.30 p. m.—Trolley to The Seelbach.

6 p. m.—Guests of the Courier-Journal and Times.

Greeting Bruce Haldeman, president Courier-Journal Company.

A message from Henry Watterson, editor Courier-Journal.

St. Elmo Massingale, Atlanta, Ga., president Massingale Advertising Company—"Advertising in the South."

11.59 p. m.—Pleasant dreams (except the kazooers).

AUGUST 26.

10 a. m.—Auditorium Seelbach. Unfinished business.

(Continued on page 3.)



COL. EDWARD L. PREETORIUS.

PRESIDENT AND EDITOR OF THE ST. LOUIS TIMES AND THE WESTLICHE POST.

## WILL BUY OWN PAPER.

### Ohio Select List of Dailies so Decides at Mansfield Meeting.

The members of the executive committee of the Ohio Select List of Daily Newspapers met in Mansfield last week and discussed matters pertaining to the increase of newspaper printing material and other business. Some features of the new tariff schedule were also discussed.

The committee decided to take the necessary steps to contract for all the white paper used by all the newspapers in the association. They require approximately 400 car loads of paper a year.

Among those who attended the meeting were John T. Mack of the Sandusky Register, Malcolm Jennings of the Marion Star, R. C. Snyder of the Co-shoeton Age, Louis Brush of the East Liverpool Review, W. O. Littick of the Zanesville Times Recorder, and C. H. Spencer of the Newark Advocate.

Jas. H. Talbot has purchased the Farmington (Ia.) Herald from E. H. Rockwell.

## COWLES NOW IN CHARGE

### Of New Divisional Headquarters of Associated Press at Atlanta.

Paul Cowles is now in charge of the new divisional headquarters of the Associated Press for the Southern Territory, which have been transferred to Atlanta from Washington.

Mr. Cowles for the past twelve years has been superintendent of the western division of the Associated Press, with headquarters in San Francisco.

The southern division, of which Atlanta is now the headquarters, has for its boundaries the Ohio, the Potomac and the Rio Grande rivers.

### Strike at McKeesport Settled.

The strike in the daily newspaper offices at McKeesport, Pa., that caused both papers to suspend for a week has been settled. Both papers signed the seals.

J. D. Rainey has purchased the two papers published in Sully County, S. D.

## PECULIAR CHINESE

### INTERVIEW WITH BUSINESS MANAGER OF NEW YORK CHINESE REFORM NEWS.

**Afraid to Talk About the Elsie Sigel Murder—"No Speak English," But He Knew the Circulation of His Paper—Chinese Organ Has Seemed to be Helping Find Leon—Police Skeptical About Chinese Editors.**

(Written for THE EDITOR AND PUBLISHER by Philip R. Dillon.)

Within the past year we have heard and read much about the Chinese editor. Many newspapers in this country used the nice typewritten copy handed out by the press agent who accompanied the young man, Li Sum Ling, editor of the Hong Kong Chinese Mail, in his swing round the country last fall.

Following up the Elsie Sigel murder, I thought this would be a fine time to interview the editor of the Chinese Reform News of New York, and I felt sure he would welcome one who represented THE EDITOR AND PUBLISHER. I planned to put his picture in the paper and to write a piece telling, as is customary, how well he speaks English.

I neglected to provide myself with a pass from the Hip Sing Tong or the other Tong. But was not a copy of THE EDITOR AND PUBLISHER enough? No, it was not, as the tale will show.

### A MONGOLIAN NEWSPAPER OFFICE.

In Chinatown, New York, fronting Chatham Square, is the office of the Jong Quo Wei Son Po—at least that is what it sounds like when re-translated by a Chinese.

I climbed one flight and went into a long room which had two small segregated offices at the front, two cylinder presses half-way back, and Chinese type cases at the rear. There was no office boy. The typesetters at the back walked quickly—for the leg movement is the main thing in Chinese typesetting. The whole place was silent.

Four Chinese, seated, looked up as I entered, and then looked down. Never a word. I glanced into one of the offices and saw a man at a desk, writing. Before I could get to him another Chinese shut the little office door and stood before it, barricading, yet looking down.

"NO SPEAK ENGLISH."

"I want to see the editor," said I courteously.

"Ung, Bing. Wah!" said the guard. Then three of them had a Gattling gun conference.

"What you want?" asked the first. I suspected he was the business manager. I showed him the last issue of THE EDITOR AND PUBLISHER. I tried pidgin English:

"Me want make picture of Chinese editor. Nice picture. Tell how you make Chinese news."

They all smiled. "He go 'way," said the business manager.

"Isn't that him in there?"

"No. Him gone out."

"When will he come back?"

"To-morrow, maybe."

"Does he speak English?"

"No."

I believed the business manager spoke in exactly. He was mild-looking, like Bret Harte's card sharp Heathen.

"Well," suggested I, "you tell me. 'Are you printing much news about the Elsie Sigel murder?'"

"No speak English!" he asserted.

"How many papers do you print? What's your circulation?" This question was a trap which I thought even a Chinese business manager, like American business managers, would tumble into.

"Three thousand," he answered proudly.

"Good!"—with judicious congratulation. "Now," pointing to a double-leaded article in the Chinese paper which lay on the table, "is that about the Sigel murder?"

"No speak English," reasserted he.

"But your editor has been printing statements saying that all good Chinese are trying to find Leon, who murdered Miss Sigel. Does he read the New York papers?"

"He no speak English!" was all he would say. And all the time he barred the door, evidently to keep me away from the man inside, who looked like the editor. The editor's name in Kung Y. Sang. It is printed on the first page of the paper, and above it is this sentence in English:

"Job work translated and published from English into Chinese or Chinese into English."

Finally I asked: "Are you the business manager?"

"Yes."

"And you don't speak English?"

"No."

I thought again with Bret Harte that for ways that are peculiar the business managers of Chinese newspapers have got something, so to speak.

#### MISTAKEN FOR A DETECTIVE.

I asked if I might look over the plant. They had another rapid fire conference, and grudgingly allowed me to walk back and watch the typesetting.

In the street stood a policeman assigned to the Chinatown post. I hailed him:

"Do they ever talk English up there in the Chinese Reform News office?"

"Sure they do. They get the stuff out of the Journal an' World an' translate it into Chinese."

I told him of my interview. He commented cynically:

"They doped you for a fly. You can't get nuthin' out of them. All that stuff they print about the Sigel murder is bull."

#### CIRCULATES THROUGHOUT COUNTRY.

But the policeman introduced me to a Chinese shopkeeper, saying: "Tell him what's in the paper. He's a friend of mine." And the friendly Chinese showed me how the first page was made up of advertisements, the two inside pages of news, and the fourth page of ads and one news article—the big news

of the day. This item happened to be about a laundryman who was murdered.

The paper circulates throughout the country. It is printed on Wednesdays and Saturdays. Only one news-stand in New York handles it, and that is kept by a short-haired Chinese in Pell street.

#### JOHN SCUDDER McLAIN.

Joins Editorial Staff of St. Paul (Minn.) Dispatch.

(Special to THE EDITOR AND PUBLISHER.)

ST. PAUL, Minn., July 22.—John S. McLain, who for many years had been editor and part owner of the Minneapolis Journal up to the time that paper was sold to the Joneses a year ago, has become editorial writer of the St. Paul Dispatch.

Seldom has the press of the capital city enjoyed such an acquisition. Mr. McLain, who is a man of the highest character as well as a journalist of exceptional ability, emphasizes the truth of the adage "Once a newspaper man, always a newspaper man."

When the Journal was sold Mr. McLain, it was understood, fared so well in the transaction that he would thenceforth have no need to worry about board bills and such—or automobiles, for that matter. As he is still, and promises long to continue, in the prime of life, it can readily be imagined how restless he must have been during the year of his freedom from the wonted harness, and how great must be his satisfaction on resuming an important portion of his old-time functions.

The addition of Mr. McLain to the working force of the merged Dispatch and Pioneer Press is only another proof that Charles H. Grasty, the active head of these publications, is determined to strengthen them to the utmost.

Mr. McLain's entrance upon this new field of usefulness is of closer significance. The advocates of closer union between the Twin Cities—and they now constitute the bulk of the wisest and most progressive citizens of both—realize that one more doughty champion has joined their colors.

During the protracted period of tempestuous, and at times vitriolic, warfare between the two cities—a period now in its "last gasps"—Mr. McLain in his Journal loyally and valiantly did battle for the cause of the up-river twin. But the times have changed, and men with them. Mr. McLain, it may be assumed, could not keep peace with his conscience were he to "go over to the enemy." And, happily, he has done nothing of the sort.

He has merely transferred his habitat from one circle of friends to another. He has, in effect, simply moved from one quarter of Minneapolis to another. For St. Paul is Minneapolis and Minneapolis is St. Paul. They are practically one, though apparently destined to continue under two names for a decade or two.

#### Will Remodel Building.

The work of remodeling the building occupied by the Beloit (Wis.) Free Press is now under way. The new building will give ample room for the increased business of the company.

#### Will Take Up Newspaper Work.

L. D. McGahan, register of the United States land office of Minot N. D., has resigned and will take up newspaper work. He has acquired an interest in the Minot (N. D.) Optic, to which he will now devote his time.

#### EDITORS.

Lively Contest on for Presidency of National Association.

(Special to THE EDITOR AND PUBLISHER.)

SEATTLE, Wash., July 21.—The delegates to the convention of the National Editorial Association in session here devoted this morning's session to "talking shop" and listening to a number of addresses. This afternoon they will visit the Bremerton Navy Yard.

Officers will be elected to-morrow. A lively contest for the presidency between J. P. Baumgartner, of the Santa Anna, Calif., Register, and A. Nevin Pomeroy, of the Chambersburg, Pa., Register, has developed.

#### INCORPORATIONS.

F. B. Warner Co., New York. Printing and publishing; capital, \$50,000. Incorporators: Franklin B. Warner, No. 1549 New York avenue, Brooklyn; Marvin J. Warner, St. Johnsville, N. Y.; Laura G. Mealing, No. 155 West 129th street, New York.

Freeman's Journal Co., Cooperstown, N. Y. Newspaper printing, etc.; capital, \$8,000. Incorporators: George H. Carley, Charles A. Scott, Lee B. Crullenden, all of Cooperstown, N. Y.

Huott Publishing Co., New York. Printers, publishers, stationers; capital, \$10,000. Incorporators: Edmond J. Huott, No. 59 Park Place, New York; M. V. Huott, No. 38 Bay 17th street, Brooklyn; A. S. Witherspoon, No. 59 Park Place, New York.

Waverly Press Corporation, Boston. General printing and publishing; capital, \$100,000. Treasurer, John B. Godvin, No. 11 Caroline avenue, Boston; Clerk, Nellis T. Shea, No. 2 Twing street, Boston.

#### Printer Accused of Seditious.

A. F. Horsley, printer of the London (England) Indian Sociologist, has been committed for trial on the charge of publishing a seditious newspaper. The editor and proprietor of the Indian Sociologist is Krishnavarma, who is now a refugee in Paris. It is alleged that the publication openly approved of the assassination of Sir William Wyllie by an Indian student.

#### Mexican Editor Imprisoned.

Francisco Navano, editor of La Libertad, a Spanish daily published at Guadalajara, Mexico, has been arrested, and the publication of his paper stopped, for attacking Governor Ahumada and other State authorities in connection with recent political questions. He will be prosecuted on charges of libel and provoking disorder.

#### Plans to Honor Statesmen.

The Des Moines (Ia.) Press Club are making elaborate plans for a dinner in honor of Senators Dolliver and Cummins and Congressman Hull upon their return from Washington after the passage of the tariff bill. The club is also planning a real grid-iron dinner, to take place in the early fall.

#### EDWARD L. PREETORIUS.

Recipient of Handsome Gift from Editorial and Business Staff.

Colonel Edward L. Preetorius, president of The St. Louis Times and the Westliche Post, was presented last week with a handsome inlaid desk set, the gift of the editorial and business staffs of the two papers.

The occasion was the forty-third birthday of Colonel Preetorius.

#### FAKE FINANCIAL PAPERS.

Get-Rich-Quick Element Start Sheets of Their Own.

"The improvement in the security market and in business generally has convinced the get-rich-quick element that the time has again arrived when the public can be fleeced," says the Financial World.

As these swindlers are finding the advertising columns of the most desirable newspapers closed to their schemes, they are now starting papers of their own to give, as they claim, the investing public "broad and unprejudiced advice" on financial, commercial and mining affairs.

These papers advertise that they are picking out for investors "the good from the poor stocks" and are also anxious to answer all questions which investors may ask. Further, the publishers of these papers, who usually screen their identity, advertise extensively that investors can get copies "free for the asking."

In former years almost every promoter of financial swindles published similar "financial papers," which disappeared suddenly when the panic set in and the credulous public became shy.

Now both the old as well as the new hands in methods of swindling are putting out financial papers of their own. People who write for a free copy usually receive a few days later circulars relating to some mining or other stock, and in every case the stock offered can be considered a fake.

If recipients of these financial papers would write to the Third Assistant Postmaster-General in Washington, asking whether such papers are legitimate and enjoy the privileges of bona-fide papers of being mailed at the one-cent a pound rate, they will receive replies that will open their eyes as to the real character of the organs whose owners are spending thousands of dollars for printing and postage in order to pick out for investors "good stocks."

#### Editor Talmage Resigns.

Edward E. Talmage, night editor of the Galveston (Tex.) News, has resigned his position and will on August 1 assume editorial charge of the Marshall (Tex.) Messenger.

#### Newspapers Without Cuts.

Owing to a strike of zinc etchers, which began three weeks ago, the newspapers of San Francisco are being printed without cuts. No cut is allowed even in the advertising columns.

### PHILADELPHIA BULLETIN

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity."

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

Net average for June, 1909

254,150

copies a day

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

## The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

Guarantees that its Daily circulation is larger than that of any morning newspaper printed in Alabama—and that its Sunday edition has the largest circulation of any edition of any newspaper printed in Alabama without exception.

A. RUDOLPH ELEY, Manager Advertising Department



**ADVERTISING CLUBS.**

(Continued from page 1.)

Arthur Hawkes, Toronto, Canada, superintendent department of publicities and industries, Canadian Northern Railway—"The Nation that Advertises."

Hugh Chalmers, Detroit, Mich., president Chalmers-Detroit Motor Car Company—"Salesmanship and its Relation to Advertising."

General discussion.

12 noon—Trolley to State Fair.

12 noon—Trolley to State Fair grounds. Real Kentucky barbecue on fair grounds.

2.30 p. m.—Meeting State Fair grounds.

Question box.

General discussion.

Good of the clubs.

5 p. m.—Ride through the land of the Cherokee, over the trail of Daniel Boone.

7 p. m.—Dinner at Fontaine Ferry Park.

Southern melodies.

8 p. m.—Meeting at park.

S. S. McClure, New York City, president McClure's Magazine—"The Making of a Magazine."

Ralph Estep, Cleveland, O., advertising manager Packard Motor Car Company—"The Artistic Side of Advertising."

Ingalls Kimball, New York City, founder and director Cheltenham Press and the Cheltenham Advertising Service—"The Printing Art in Advertising," illustrated by lantern slides.

Trolley to Seelbach Hotel.

11.59 p. m.—Sweet slumbers.

AUGUST 27.

10 a. m.—Auditorium Seelbach.

Unfinished business.

General business.

William Thompson, Kalamazoo, Mich., president Kalamazoo Stove Company—"The Man Who Pays the Bills."

James Schermerhorn, Detroit, Mich., editor Detroit Times—"Up Stairs and Down Stairs."

Capt. C. C. Healey, Chicago, Ill., captain mounted police—"The Proper Policing of a City a Valuable Advertising Asset."

12 noon—Trolley to Whiteside's bakery.

Lunch and—Frank Fehr.

1.30 p. m.—Trolley to The Seelbach.

2 p. m.—Meeting Auditorium Seelbach.

Unfinished business.

Election of officers.

Selection of next convention city.

"O, that we could stay Time's onward march,

And remain in joyous fellowship forever."

Dispatch Newspaper Co., Portland, Me. Printing and publishing; capital, \$500,000. President, W. Henry Portland; treasurer, R. E. Bradbury.

**IF YOU MAINTAIN**



an agent in the various trade centres to boom your sheet as an advertising medium, you must keep him supplied with nicely-printed copies. If he is compelled to apologize for its appearance, you lose prestige right away. Good rollers ONLY can give your paper a nicely-printed appearance. Use ours; they are guaranteed.

**BINGHAM BROTHERS CO.**  
 ROLLER MAKERS (Established 1849)  
 406 Pearl St., 413 Commerce St.,  
 N. Y. Philadelphia

Allied with  
 Bingham & Runge, Cleveland  
 This paper is NOT printed with our Rollers



LEWIS A. HAMILTON.

SECRETARY OF THE BORDEN MILK CO., AND A. JAECKEL & CO., OF NEW YORK, WHO WAS ELECTED PRESIDENT OF THE AMERICAN GOLF ASSOCIATION OF ADVERTISING INTERESTS.

**QUITS FITZGERALD NEWS.**

**Editor and General Manager Greer and City Editor Resign.**

John W. Greer, editor and general manager of the Fitzgerald (Ga.) Daily News Publishing Company since its establishment last February, has tendered his resignation to the board of directors, to be effective the first of August. Harry F. Atchison, city editor, also resigned, to accept a like position with the Columbus (Ga.) Enquire Sun.

Although no statement has been made by Mr. Greer concerning his resignation, it is reported that it was tendered to preserve harmony among the stockholders, some of whom did not entirely agree with his policies, particularly as to his views on the railroad strike. However, it is understood that his resignation is entirely voluntary and that the greater part of the directors are in thorough sympathy with him.

Mr. Greer was the founder of the Daily News, which has never missed an issue since it began. It has been remarkably successful from the beginning, and for the first five months the paper reports a gross business of \$7,762.65 and a total expense of \$7,223.43, making the net earnings over all expenses up to July 1 of \$539.22. The plant represents an investment of \$16,000. There are seventy stockholders.

**One Hundred and One Years Old.**

The Dayton (O.) Journal celebrated last week its one hundred and first birthday. The Journal was founded as the Repertory in 1808 by William McClure and George Smith.

**WINSTON-SALEM JOURNAL**

**Buys \$15,000 Building and Plans for Modern Equipment.**

The Winston-Salem (N. C.) Journal, the only morning daily published in Winston-Salem, has purchased the Starbuck building, situated on Main street near the business section, and will remodel the building and equip it, making one of the most modern newspaper plants in the State. The price paid was \$15,000.

In the past year the Journal has made rapid strides in every department, and continues to go forward. The company was reorganized a short time ago, and is now owned and operated by more than thirty of the leading business men of the city. S. H. Farabee is editor, W. E. Yelverton associate editor, H. B. Gunter city editor, and W. M. Bell business manager.

All are young men, experienced in their work, and are making the paper one of the leading publications in western North Carolina.

**Club Week for Journalists.**

Members of the Baltimore Journalists' Club are making extensive preparations for the club week at Electric Park which will open July 26. A week of unusual amusements and interesting features is planned and the proceeds will go to the fund which is being raised to clear the indebtedness on the club house. The week will be opened with special ceremonies and Governor Crothers and Mayor Mahool are expected to take part.

Steele & Schempf have purchased the Brodhead (Wis.) Independent.

**GOLF TOURNAMENT.**

**Of American Association of Advertising Interests Was Great Success.**

G. L. Fordyce was the winner and L. A. Hamilton was the runner-up of the fifth annual tournament of the American Golf Association of Advertising Interests, which was held at Bretton Woods, N. H., last week. Ninety-two players took part and the tournament proved a decided success.

At the close of the tournament the association elected the following officers to serve for the ensuing year. President, Louis H. Hamilton, Borden Condensed Milk Co. and A. Jaekel & Co., New York; first vice-president, Charles Taylor, of the Boston Globe; second vice-president, R. T. Stanton, of the Century Co., New York; secretary and treasurer, Charles Presbrey, of the Frank Presbrey Co. President Taft and Vice-President Sherma were elected honorary members of the association.

The best gross score in the qualifying round was made by W. E. Conklyn, with 78. He will also have possession of the Dewar Cup for one year and his name will be engraved on it.

The summary for the semi-finals is as follows:

First Division; Semi-final Round—L. A. Hamilton, Englewood, defeated C. Presbrey, Fox Hills, 4 and 2; C. L. Fordyce, Youngstown, defeated E. A. Freeman, Fox Hills, 2 and 1.

Second Division; Semi-final Round—Jason Rogers defeated F. J. Rose, Dunwoodie, 5 and 4; W. J. MacDonald defeated R. C. Maxwell, Trenton, 5 and 4.

Third Division; Semi-final Round—J. C. Platt, Montclair, defeated S. C. Lowe, Brae Burn, 5 and 3; J. A. Gammons, Wannamoissett, defeated J. C. Cook, Montclair, 4 and 2.

Fourth Division; Semi-final Round—R. R. Whitman, Woodland, defeated H. H. Cutler, Blue Mount, 3 and 2; W. H. Childs, Dyker Meadow, defeated W. B. Pulsifer, Deal, 7 and 6.

Fifth Division; Semi-final Round—L. A. Agnew, Wykagyl, defeated C. F. Smith, Brae Burn, 3 and 1; D. W. Gaylor, Evanston, defeated H. W. Leeds, Atlantic City, 2 and 1.

The final round summaries are as follows:

First Division; Final Round—G. L. Fordyce, Mahoning, defeated L. A. Hamilton, Englewood, 5 and 4.

Second Division; Final Round—Jason Rogers, Montclair, defeated W. J. McDonald, Midlothian, 3 up.

Third Division—Final Round—Gammons, Wannamoissett, defeated Platt, Montclair, by default.

Fourth Division—Whitman, Woodland, defeated Childs, Nassau, by default.

Fifth Division—Gaylord defeated Agnew, 3 and 2.

Sixth Division—Deveau defeated Loftis, 2 and 1.

**Appointed Press Agent.**

Fred C. Buffe, formerly connected with the staff of the Peoria (Ill.) Herald-Transcript, has been appointed press agent for the Illinois Traction System, with headquarters in Peoria.

**An Important Factor**

in Philadelphia in the German population of 350,000. These people are thrifty—60,000 own the houses where they live—and the German papers must be used to reach them through advertising. The papers are the *Morgen Gazette*, *Evening Demokrat*, *Sonntags Gazette* and *Staats Gazette* (weekly).

Examined by the Association of American Advertisers.



#### THE PRESIDENTS OF THE NEW YORK PRESS CLUB.

The picture in the center is that of Mr. James Pooton, founder, first president and honorary member of the club; and then, beginning at the top, and running from left to right, the pictures of the presidents, beginning with Mr. Pooton as first president, run as follows:

James Pooton, 1873-4.

\*John C. Hennessy, 1881.

\*J. A. Cockerill, 1889-90-1-2.

\*Hon. W. C. Bryant, 1901-2.

Maj. G. F. Williams, 1875.

\*Hon. T. A. Merriam, 1882-3-4.

Hon. J. W. Keller, 1893-4.

\*Joseph Howard, Jr., 1903.

\*C. H. Bladen, 1876.

William F. Arkell, 1904.

\*C. H. Pulham, 1877.

Hon. G. H. Rowe, 1905.

\*Dr. John B. Wood, 1878-9.

\*Hon. A. J. Cummings, 1885-6.

\*J. Howard, Jr., 1895-6-7-8-9.

Charles J. Smith, 1906.

Wm. R. Penney, 1880.

\*John A. Greene, 1887.

\*Col. Wm. L. Brown, 1900.

Hon. J. A. Hennessy, 1907-8-9.

\*Dead.

### NEW YORK PRESS CLUB

The Parent Society of Its Kind and Has the Largest Membership of Any Press Club in the World.

The following interesting story of the founding of the New York Press Club and its subsequent history, was written by Major George F. Williams,

#### Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000.

### The Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in the DISPATCH INSURE prompt RETURNS.

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, HORACE M. FORD,  
225 Fifth Ave., Marquette Bldg.,  
New York. Chicago.

the second president of the club, and appeared in the official souvenir-programme of the club's recent athletic carnival:

The New York Press Club is the parent society of its kind, and has the largest membership of any press club in the world. The club is not only a social organization, its mission is threefold, being first and foremost an active, beneficent and charitable society. As such it assists the needy journalist, takes care of the sick, and buries the dead. Even when the beneficiary is not a member of the club, the same broad mantle of charity is thrown around him. This one simple fact explains why the New York Press Club is not a rich society.

During these thirty-seven years of endeavor the club has proved its right to existence. It has made its place in the world, and has shown itself to be an institution which deserves the support of every man in the profession.

The origin of the club was a very simple one. For years attempts had been made to establish a newspaper

man's club, but owing to mistakes made by the projectors, each effort failed. It was not until a group of young reporters decided to dignify their daily reunions after labor that the journalistic fraternity sprang into existence. This informal organization was perfected on Dec. 4, 1872, and permanent quarters were secured at No. 6 Centre street. It was only one room, with manila matting and simple furniture, but it was a rallying point from which great results have been attained.

At the next annual election, in 1873, there were only sixteen members, but a few weeks after the presentation of a large burial plot in Cypress Hills Cemetery necessitated an incorporation of the society, when it was wisely decided to change the name to "The New York Press Club." The incorporation was made under the law of 1847, the certificate stating that the objects of the society were the extending of aid to journalists, and the advancement of the profession of journalism. The incorporators were James Pooton, George F. Williams,

William H. Stiner, Charles H. Bladen, William L. D. O'Grady and Dr. Joseph A. Peters.

The club rapidly grew in importance and influence. From one room in old Centre street the home was enlarged to an entire floor of three rooms. Here a billiard table and other luxuries were installed, and to the surprise of the members a famous decorator, who had enjoyed one of the Saturday afternoon reunions, took

In the six months ended June 30, 1909, the increase of advertising in The New York Times over the corresponding period of 1908 was 649,402 lines—a greater gain by more than 100,000 lines than that of any other New York newspaper, morning or evening.



**PRESS CLUB**

(Continued from page 4.)

possession and painted a thousand dollar design on the crumbling lime ceilings.

From that time to the present, the New York Press Club has gone on prospering and increasing in its membership and influence. The original sixteen members (a few of whom are still living) soon found themselves reinforced by forty new members. Mayor A. Oakley Hall donated his valuable bound files of the New York newspapers, and several publishers contributed books of references. Thus was the present magnificent library of the club and its matchless files of newspapers, from 1840, begun.

Year after year the membership grew, editors and publishers and newspaper owners asked for admission until the club became the representative organization it has been ever since, and which it will undoubtedly continue to be in the future.

The first president was Mr. James Pooton (affectionately known among the members as The Founder). He was succeeded by George F. Williams, managing editor of the New York Times, under whose auspices nearly one hundred members were added to the roll. Messrs Chas. Bladen and Chas. H. Pulham, both of the New York Times, were the third and fourth presidents, when Dr. John B. Wood, the famous condensing editor of the Sun, was elected, and served through 1878 and 1879. Mr. William N. Penney, of the Daily News, was the sixth president (1880). He was succeeded by Mr. John C. Hennessy, a Times editor, and one of the "Old Guard." It was at the club's annual dinner in that year, that General U. S. Grant made his first appearance as a public speaker. Then came as presidents, Col. Truman A. Merriman, of The Sun, who served three years, and he was followed by the genial, whole-souled Amos J. Cummings, an editor who got nearer to the masses than any other journalist of his time. He served two years and was followed in 1887 by Mr. John A. Greene, of The Journal. At that time the club had over 300 members, and the year was memorable by the gift of two hospital beds by Mr. Joseph Pulitzer, of The World, himself then and now a member of the organization. On June 12, 1887, the beautiful monument in the burial plot was unveiled. About 5,000 persons attended the ceremonies, and among the speakers were Joseph Howard, Jr., whose lecture on "Journalism" had realized the fund for the shaft; Hon. Chauncey M. Depew, and Rev. Dr. Dewitt Talmage. Mr. Hugh Farrar McDermott, the poet, read an original poem, in which these lines occur:

"This sacred column points to where  
Our comrades tread the spheres,  
And smile upon their brothers down  
Thro' memory's mist of years."

Around the foot of the monument now lay the bodies of Presidents Bladen, Pulham, Greene and Wood. In this picturesquely located plot are laid sixty-eight journalists, of whom nearly half were never members of the club.

In 1888 Col. John A. Cockerill, of The World, was elected to the presidency, and he served through 1888-89-90-91-92. It was during Col. Cockerill's long administration that the building fund now so successfully made a reality by President John A. Hennessy and his board of officers, was begun. Mr. John W. Keller, of the Recorder, served as president during 1893-4, handing the gavel to Mr. Joseph Howard, who carried the club uptown to West Twenty-sixth street. The club had previously moved from Centre street to Nassau, occupying Nos. 117 and 119 and across the street to No. 120. But though the club had a magnificent home uptown its location was too far away from the newspaper centre of activity, and the membership fell off. Mr. Howard retired in 1899, having served five years, and Col. William L. Brown, of the Daily News, took the chair, with Mr. John A. Hennessy as chairman of the Board of Trustees. Col. Brown's administration, being composed of daily newspaper men, decided to remove the club downtown, and leased an entire floor in the Morton Building, No. 116 Nassau street. The wisdom of this step was shown by the rapid growth in membership to almost one thousand names. Then the work of securing a permanent home took active shape, and the club, an illustration of which is to be found in this publication, is now in possession of a beautiful building which is a credit to it and the newspaper profession.

Col. Brown gave way to Mr. William Cullen Bryant, of the Brooklyn Times, who served two years, and was succeeded by Mr. Howard, who again took the chair. In 1903 the election for president proved to be a memorable one, for Mr. William J. Arkell, publisher of Judge, was elected by only one vote. The friends of Mr. John F. Hobbs, his opponent, demanded a recount, but it did not vary the result. Mr. Arkell retired in favor of Mr. George H. Rowe, of the Brooklyn Times, in 1905, who in turn gave way for Mr. Charles J. Smith, who had served the club as first vice-president during more years than any other incumbent of that position. Moving back to No. 120 Nassau street to reduce expenses, Mr. John A. Hennessy, of the New York Press, son of the sixth president, was made president by a handsome majority, and he is now filling his third term of office. To Mr. Hennessy and his board of officers is due the credit of establishing the club in its present permanent home.

**ROBINSON LOCKE.**

**Married Last Wednesday to Miss Mabel Dixey.**

Robinson Locke, critic of the Toledo (O.) Blade, was married in Yonkers, N. Y., Wednesday to Miss Mabel Dixey, sister of Henry E. Dixey, the actor. The wedding took place at the Dixey home and was attended only by the immediate relatives of the family.

Mrs. Locke was at one time leading lady for William Collier in "A Fool and His Money," and also played a leading role with Virginia Harned. For two years she was the star in George Broadhurst's "Texas." She retired from the stage two years ago.

**THE FIELD DAY.**

**Of the Pilgrim Publicity Association of Boston Was a Great Success.**

(For THE EDITOR AND PUBLISHER.)

The First Field and Ladies' Day of the "originators of good times among advertising men," the Pilgrim Publicity Association, formerly Ad Men's Club of Boston, was held at Nantasket Beach, Mass., during the afternoon and evening of June 23 and proved one of the most enjoyable gatherings of the representatives of advertising interests ever held in the East.

Advertisers, agents, artists, and solicitors of every branch of advertising with their wives and sweethearts, to the number of over 325, embarked on one of the Nantasket steamers, accompanied by a band, for an hour's sail through America's most historic and attractive harbor. Arriving at the beach, a line of march was formed, headed by Carroll J. Swan, as marshal, and paraded to the Rockland House.

"Stunts" for which the club is known throughout the country were "pulled off" in rapid succession. A rivalry at baseball, which has existed ever since the club was first organized in 1904, between the agents and the solicitors, was threshed out. The teams, well known in advertising circles, were "lined up" as follows: Agents—Barber, e. f.; Millet, e.; Allen, i. b.; Page, 2 b.; Sampson, s. s.; Greenleaf, 3 b.; Anthony, l. f.; Wood, p.; and Robinson, r. f. Solicitors—Chichester, s. s.; Douglas, 2 b.; McDavitt, c.; French, p.; Bowers, i. b.; Watson and Swan, r. f.; Hutchinson, 3 b.; Skelton, e. f.; Hoey and Coleman, l. f.

The game developed many startling plays, the most prominent being a wonderful diving catch by Greenleaf and exceptional pitching by French (formerly a Dartmouth College star) of the Associated Sunday Magazines. The final score, it is recorded, was 7 to 2 in the solicitors' favor.

Baseball was followed by sack races, potato races, 100 yard dash, egg and spoon races, etc., etc., in which members generally participated.

At 5:30 the entire party adjourned to the Rockland House and enjoyed an old fashioned shore dinner, for which New England shore resorts are famous.

The crowning feature of the day was reserved for the evening, when the largest theatre at the beach, which had been hired for the exclusive use of the association, was the scene of the liveliest kind of a minstrel show, with the spectacular title of "The Ad Men's Lament, or It's Never Too Late for Copy." It was replete not alone with local hits, but hardly a feature or individual connected with recent advertising "comment" was overlooked. Mingled with the exceptional chorus work, specialties by the following well known advertising men were given: Swan, Alexander, and Cushing, in an acrobatic song, "Ain't it Great To Be Foolish?" Ralph Menard, the original Gum Shoe Girl; Stewart Baird in impersonations of popular actors; George W. Coleman, in a monologue; Harry McDevitt, in parodies; Walter E. Anderson and Frank Allen, in solos; Norman F. Xavier, dancer; Humphrey and Curtis, dance; Alexander and Cushing, in a skit entitled "The Troublesome Solicitor"; Lansing and Jordan, banjo duetists. The circle comprised Carroll J. Swan as interlocutor, and this chorus: P. H.

Nealley, M. E. Smith, H. S. Dodge, H. W. Curtis, I. W. Humphrey, H. L. Tilton, E. B. Frazer; Robert B. Alexander, C. S. Parr, H. F. Barber, W. L. Weeden, F. S. Allen, and L. C. Greenleaf.

The show was designed and originated by Carroll J. Swan, given under the stage direction of Chas. E. Bellatty, and the musical supervision of Robert Nichols, the composer of this year's great cadet success, "The Gum Shoe Girl."

**WASTE PAPER.**

**An Office of Ordinary Size Produces a Ton Per Month.**

Hearing of processes for the reclamation of waste timber brings to mind the tremendous quantity of paper daily thrown aside as useless.

An office of ordinary size produces at least a ton of waste paper in a month, which is disposed of at a price ranging from \$5 to \$10.

The purchasers of this office by-product feed it to machines that bundle the paper by a sort of hay-press process, and the magic of machinery returns the soiled scraps in pristine whiteness.

Waste paper has become so much a matter of course that new offices are built with a paper shed, a contrivance for caring directly for this waste.

In some businesses this product amounts to hundreds of tons in a year, and where the amount is large, as in a city printing office, it is gathered every day.

In addition to the paper of commercial and manufacturing concerns, there is the constant waste going on in every home, which would aggregate thousands of dollars every year if accounted for the economies of the country.

Possibly when the Conservation Commission has disposed of its big problems it will find means to eliminate this source of waste.—National Magazine.

**ROY N. HOWARD.**

**General Manager of United Press Returns from London With Bride.**

Roy W. Howard, general manager and secretary of the United Press, returned last Tuesday on the Kaiser Wilhelm II. with his bride, who was Miss Margaret Rohe, a well-known newspaper writer of New York. Mr. Howard went to London the latter part of May and was married in London June 5.

"If you can possibly avoid it don't get married in London," said Mr. Howard. "You have to take out about fourteen kinds of permits and then they decide what church you shall be married in. You have to give more tips than on a transatlantic liner. After paying the rector his fee I had to tip nearly the whole parish and finally the vicar and his wife for standing up with us."

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Representative**

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Expert operators of Popularity Contests  
to increase newspaper circulation on the  
CASH PAID IN ADVANCE BASIS.  
Results Count—Write for References

## LYRIC HORSE-POWER

How the Prosodical Engineer Will Test Poetry By Means of the Plethysmograph and Anticipate the Judgment of Posterity.

With the philanthropy common to the devotees of science an editor of a well-known scientific journal devises a scheme whereby his brother editors in the literary field may be relieved of one of their most trying burdens, says the Literary Digest. His invention is nothing short of a machine test for judging poetry, and the special merit he claims is that by this means the judgment of posterity may be anticipated. Of course by this invention another literary worker, the critic, is banished from the field of being.

From his article published in The Bang (New York, April 5), the privately printed organ of an editor's club, this scientific Don Quixote, Mr. Waldemar Kaempffert, seems to feel some disparity in the order of things where a steam engine's efficiency may be measured by an instrument, and a lyric's efficiency must be "guessed at by a human being." "Eliminate the human being," he cries, "and substitute for him a machine, and there is no reason why it should not be possible to measure the lyric energy of the 'Ancient Mariner,' and to compare it with that of later ballads."

### CALLED THE PLETHYSMOGRAPH.

The instrument, which he finds already made to his hand, is the "plethysmograph," designed "for the exact quantitative determination of blood-pressure." The warrant for its use is to be found in the psychologist's assurance that "human emotions and blood-pressure are intimately related." When the plethysmograph is applied to a human subject, "the variations in the dilatation of the blood-vessels in the arm are registered through the medium of a pencil on a recording-cylinder driven by clockwork."

When the subject is undisturbed the pencil traces a nearly horizontal undulating line, of which each undulation corresponds with a normal heart-beat. An unpleasant emotion causes the line to slope down sharply, thereby indicating a diminution in the blood-supply of the arm. An agreeable sensation produces the opposite effect. Now to use this instrument for poetic tests, the author suggests an "elocution laboratory" containing a Morris chair and a "phonograph of such exquisite workmanship that it will never hiss, spit, or scratch."

The room must be windowless and absolutely dark. A sympathetic actor selected for a proper quality of voice recites the poem into the phonograph, and this is continued until "an adequate vocal rendering is obtained." Time is now apt for the laboratory tests, which will allow the author of this exquisite fooling to present in his own words:

### HOW IT IS DONE.

"I step into the street and invite the first passer-by to submit himself to poetic investigation. Whether he is a ditch-digger, a clerk, a longshoreman, a college professor, or even a literary critic, matters not. The black, unilluminated room cannot disturb his emotional equilibrium in any way, because its walls are unadorned with paintings or other decorations.

"He might as well be blind in that calm gloom. I attach the plethysmograph to his arm. I push a button and start the phonograph. It a few seconds

a mellifluous voice half recites, half chants the sonnet of whose poetic merit I am in doubt. The plethysmograph impartially records the subjects pleasure or displeasure. In this manner I cause my poem to be delivered with inexorable uniformity to some five thousand men and women of various callings in life and of various degrees of refinement and culture.

"From the five thousand cylinder curves traced by the unprejudiced plethysmograph pencil I plot an average or mean curve which unmistakably indicates whether my sonnet has produced a pleasant impression or not. Moreover, the phonograph record and the plethysmograph clockwork may be so nicely synchronized that I can determine just which lines, and indeed which words, moved the five thousand most, and just which lines must be improved.

"If my verses are morbidly sentimental enough to appeal especially to an unimformed love-sick girl, the plethysmograph will record an exaggerated opinion of my poetic ability, as expressed by her sympathetically pulsating arm. Yet it is equally true that a college professor of fine sensibilities will experience such disgust with my effort, assuming it to be bad, that he will counteract the plethysmographic effect produced by the girl's exuberant sentimentality. So, one subject will check another, with the result that the final mean curve will represent a very accurate measurement of my sonnet's emotional energy."

### MAY COMPARE EMOTIONAL SHOCKS.

An exact method of investigation such as this, we are most solemnly assured, will enable one to compare the emotional shocks produced by Shelley's "Ode to a Skylark" and Keats's "Ode to a Nightingale," or Marlowe's "Barabas" and Shakespeare's "Merchant of Venice."

We are glad to hear that "it will settle once and for all which poet is capable of most profoundly stirring the most numerous audience." But the true extent to which this writer reveals himself as a human benefactor is only seen in his recommendation for the following practical use of his invention:

"It is not inconceivable that some day every periodical will have its plethysmograph room. As soon as a poem is received the editor, without glancing at it, will casually hand it to a dispassionate assistant, who occupies the position of prosodical engineer, and say: 'Have it tested and give me the curve as soon as possible.' The prosodical engineer will carry out perhaps ten tests on a special group of plethysmograph subjects who constitute a part of the magazine staff as much as the printers and proofreaders.

"In due time the engineer will submit his report. If the poem reaches the magazine's plethysmograph standard it is accepted. If it falls short of that mark the poet receives, not the present mendaciously cordial letter of rejection in which the editor shamelessly utters his delight at having been afforded an opportunity of reading the verses, but a terse, scientifically couched note in which the poet is informed that his is a madrigal of only twenty lyric horse-power, whereas verses of the same kind published by the magazine always have a rating of thirty at least. The kilowatt output of a dynamo could not be more precisely or more elegantly expressed.

### LIFE DETERMINED BY PUBLIC.

"Whether a poem will live or die is determined by the great reading public, composed very largely of men and women of no literary pretensions, whose stock phrase is: 'I do not know what

is good or bad, but I know what I like.' This same public, individually ignorant but collectively fair, kept Shakespeare alive and rescued Keats's 'Endymion' from the oblivion to which the critics of the day would have cast it.

"The plethysmograph analyzes the emotions of these people who know what they like but cannot express their liking, and shows how strong the emotion is in each case. It allows the great public to record its vote by a ballot far more scientific in form than the ballot by which it elects a governor or president, and gives a poet an opportunity of ascertaining long before he is dead what are his chances of artistic fame.

"In the great republic of letters the artistic judgment of a critic is worth about as much as the advice of a cart-tail orator in a political campaign. The judgment of the critic may influence a few, but in the end it rests with the man who 'knows what he likes' to turn his thumb up or down and decide the fate of the literary artist. Because the plethysmograph takes him into account, its verdict corresponds with the verdict of time and tradition.

"Indeed, the plethysmograph's judgment is the judgment of posterity. The task of analyzing the great body of English verse would be arduous and monumental; but a retired multimillionaire, ashamed to die rich and consumed with a desire to perpetuate his name, could earn enduring glory by endowing an institution for carrying on an investigation from which the untrustworthy critic (the trichina spiralis of art) would be eliminated and in which poetry would be tested by safe, sure and scientific means. It is obvious that the same precise method could be applied to the instrumental analysis of a Chopin nocturne, a Whistler etching, or a Rodin statue."

The author of this invention was recently visited by a reporter from a New York daily, with a serious request for a personal description of his new machine!

## INDIA NEWSPAPERS.

### One Copy May Be Circulated in Three Different Households.

Thriftness is a striking characteristic of the man of Bombay, if one may judge from the system of newspaper circulation, says Frederic J. Haskin, syndicate newspaper correspondent.

The price of the leading morning papers, delivered by mail, is 2 rupees—66 cents—a month. But if a subscriber will take it from a carrier who delivers it at 7 o'clock and will read and return it when the carrier calls again at 11 o'clock, the price is only one and a half rupees.

If he is willing to wait until 4 o'clock in the afternoon for his morning news he may have the paper delivered at that hour, and return it to the carrier next morning, all for 1 rupee a month. Or, if he likes to keep his old papers, he may wait until the next morning after publication and have his paper for one rupee a month, and be under no obligation to return it at all.

This complicated system is not undertaken by the newspapers directly, but is managed by a firm which contracts with the newspapers for daily supplies of fresh papers. The late delivery papers, of course, are the ones collected from the early morning subscribers. Thus one copy of a newspaper may be circulated in three different households, and the total revenue therefrom will amount to three and a half rupees, giving a neat margin over the regular price of 2 rupees.

## UNITED PRESS BULLETINS

The United Press will start a day leased wire service in Texas early in September. Sufficient clients have been secured in the leading cities of the State to assure the success of the project. A complete service of State and general news will be furnished both to leased wire and pony clients. The present Saturday night wire will also be operated as a State circuit, greatly facilitating the handling and exchange of Texas news. A State bureau will be established at Dallas.

Hitherto no press association has been able to offer Texas papers both a State and general news service of sufficient volume to meet the requirements of this rapidly developing section.

Recent new clients: Hartford, Conn., Post; Cadillac, Mich., Globe; Trenton, Mo., News; Kamloops, B. C., Inland Sentinel; Pittston, Pa., Gazette.

John L. White, of the Chicago bureau, will be in charge of the new United Press bureau to be opened shortly in Omaha.

Eli Zaring, cable editor of the United Press, will return to New York Monday from a month's vacation in Indianapolis.

S. M. Evans, of the New York office, is covering the Sutton hearing at Annapolis, Md., for the United Press.

W. W. Hawkins, Pacific Coast manager of the United Press, has returned to San Francisco and is again in charge of that division.

H. E. Maule, manager of the Michigan bureau, is on vacation, being relieved by W. F. Cronin, of the New York bureau.

### OPERATORS' CHANGES.

E. R. Oeser has returned to Philadelphia Times after an illness of six weeks. He was relieved by C. E. McCullough.

G. Shadle, Scranton Times, has returned to work after two weeks vacation.

E. H. Simmons has returned to the New York office after two weeks vacation.

Charles Carnal, Cleveland, Ohio, bureau, now on vacation for two weeks. Relieved by G. T. Hattie.

Adam Bruch, Syracuse Journal, on two weeks vacation. W. T. Packard substituting.

Ray S. Moyes, just returned to Dunkirk Observer after two weeks vacation. Relieved by B. P. Rice, of Buffalo.

C. W. Graham returned to Newark, N. J., News after a vacation of three months. He was relieved by W. J. Walsh, of Boston.

R. A. Turner assigned to Wilmington, Del., Journal, vice W. V. Loomis, resigned; J. Walsh, of Salem, Ore., transferred to Fresno, Cal., vice G. Mitchell, resigned; J. Leo Yawman assigned to Fort Wayne, Ind., News, vice G. T. Hattie, resigned; C. K. Trippe, to Salem, Oregon; P. A. Cook, to Seattle Star; J. M. Burke to Tacoma, vice W. W. Hays, resigned; M. H. Shea, to Hartford, Conn., Post; F. C. Barger, to Houston, Tex.; J. A. Clement, to Waco, Tex.; S. Wertheimer, to Walla Walla, Wash. \*

A new daily will be launched in Torrington, Conn., in the early fall. The paper, it is understood, will be independent.



**SOUTH BEND**

**Annual Summer Outing of the Indiana Republican Editorial Association Will Be a Strenuous Affair—A Trip Through the Michigan Fruit Belt a Special Feature.**

(Special to THE EDITOR AND PUBLISHER.)

The programme for the annual outing of the Indiana Republican Editorial Association in South Bend is virtually completed. F. A. Miller, editor of the South Bend Tribune, who is president of the South Bend Chamber of Commerce, under the auspices of which the newspaper men will visit South Bend, has been working for weeks on the programme and seems to have arranged something that ought to make every editor in Indiana and all members of his family want to be in South Bend the last four days of July.

Informality will be the keynote of the outing. The editors will not be permitted to enter the city if they carry evening dress clothes. They are wanted in their outing suits and they must leave office cares at home. Those who do not will receive a jolt.

The editors, their wives, children and sweethearts are expected to arrive in South Bend July 28 and all are wanted there so as to make an early start Thursday morning for an automobile drive over the city. It is planned to make the start at 8:30 o'clock. This drive will take the visitors to the world famous University of Notre Dame and from there to the celebrated St. Mary's academy.

At St. Mary's an electric car will be taken for a trolley ride through the celebrated Michigan fruit belt. This ride will take the newspaper people through the beautiful Michigan town of Niles and then along the banks of the magnificent and picturesque St. Joseph river, the Rhine of Indiana.

Just before the first stop in Berrien Springs, Mich., the car will pass over the St. Joseph river on a steel bridge which is one of the longest steel girder bridges in the world used exclusively by an electric railway.

Just after crossing this bridge the car will stop and the passengers will visit the million dollar dam and power plant of the Indiana & Michigan Electric Company of South Bend, completed a few months ago.

A ride of ten minutes will take the visitors through Berrien Springs and plunge them into the Michigan fruit belt, where they will stop at Twin Springs for a genuine country dinner.

After dinner the journey will be resumed, and about 2 o'clock the newspaper people will arrive in St. Joseph, Mich., where they will find the City of Benton Harbor, one of the great boats of the Graham & Horton Transporta-

tion Company, waiting to take them on an excursion on Lake Michigan.

Returning from this excursion the time until the departure for South Bend will be spent at the pleasure of the guests, who will have an opportunity to visit Benton Harbor, Mich., the curious religious sect known as the Flying Rollers, Eastman Springs and other points of interest.

The return to South Bend by trolley will begin at 4:30. The car will arrive in South Bend at 6 o'clock and the visitors will immediately transfer to another car and be rushed to South Bend's beautiful neighboring city of Mishawaka, where lunch will be served in the magnificent new Mishawaka Hotel, with the compliments of the Mishawaka Business Men's association. After lunch Mishawaka's wonderful lighting system will be inspected, and at 9 o'clock the newspaper men and their friends will return to South Bend.

The forenoon of July 30 will be left to the pleasure of the visitors, nothing having been planned. They will be at liberty to visit South Bend's well-equipped newspaper offices, beautiful stores, wonderful manufacturing institutions and other places of interest.

At 1:15 o'clock they will board an electric car and go to Hudson Lake, about sixteen miles west of South Bend, where the afternoon will be spent. The first thing on the programme will be a series of athletic contests in which the editors will be compelled to participate. Prizes have been offered the successful contestants by leading South Bend business men. This feature of the outing promises to be one of the best of the series.

Following the athletic programme the visitors' time will be at their disposal for boating and fishing. At 5 o'clock a fish dinner will be served, with the compliments of the Tribune, News and Times, South Bend's three excellent newspapers. At 7 o'clock the newspaper people will board an electric car and be hurried back to South Bend and through the city to Springbrook Park, an amusement place on the order of those in the metropolitan cities. Here the evening will be spent enjoying the amusements until a late hour, when a car will be taken for South Bend.

**THE LATE HENRY NEILL.**

**Real Estate Board of Brokers Pay Tribute to His Memory.**

The board of governors of the Real Estate Board of Brokers of the City of New York held a special meeting Wednesday and adopted the following resolutions, concerning the late Henry Harmon Neill, for many years real estate editor of the New York Evening Mail:

"The Real Estate Board of Brokers of the City of New York note with deep sorrow and a sense of personal loss the death of Henry Harmon Neill, which occurred at his home in Staten Island on the 19th of July, 1909.

"We hereby record our appreciation of his genial temperament and unflinching courtesy; his sound judgment and business ability, so manifest in the discharge of his duties as real estate editor of the New York Evening Mail, and his friendship with our members and unflinching interest in the welfare of our board."

**Sued for Libel.**

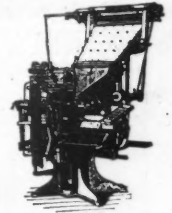
Geo. H. Eastwood, editor and publisher of the Watertown (S. D.) Herald, has been sued for criminal libel by A. Sherin, formerly editor of the Watertown Times.

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CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

**NEW PUBLICATIONS.**

A new publication called Results was issued July 1 by the Guy W. Es- kridge Co., at Richmond, Va. V. T. Robinson is the editor.

The Good Roads Advocate, a monthly paper devoted to the advocacy of good roads, has been added to the list of Lancaster (Pa.) county papers. Walter R. Markely is the editor.

It is reported that the Butler Publishing Company will be incorporated this week and will publish a Prohibition newspaper at Butler, Pa. Rev. A. P. Hutehinson, formerly editor of the Grove City (Pa.) Herald, will edit the paper.

The Gate Keeper is the name of a new paper launched at Wellshoro, Pa. E. R. Mulford, formerly with the Wellsboro Advocate, is the editor.

**BRIEFS.**

Division 272 Amalgamated Association of Street and Electric Railway Employees, will edit and issue the August number of the Detroit (Mich.) Motorman and Conductor, the special organ of the street railway employees.

Ben. J. McKinney, Mayor of Marietta, O., has become part owner of the Marietta Journal.

**Miss Anna M. Pritchard Married.**

Miss Anna Mary Pritchard, daughter of John W. Pritchard, publisher of the New York Christian Nation, was married on July 12 to Rev. William McLeod George, of Scottsdale, Arizona, who was for many years pastor of the Monroe Street Reform Presbyterian Church of Brooklyn. Mr. and Mrs. George have the best wishes of a host of friends.

**FOR SALE**

**Very Valuable Collection of Old Newspapers as Follows:**

- | Newspaper.          | Date.             | Article.   |
|---------------------|-------------------|--|
| ENGLISH MERCURIS.   | July 23, 1588.    | Defeat of the Spanish Armada.  |
| WEEKLEY NEWES.      | January 31, 1606. | Execution of Guy Fawkes and Followers.   |
| INTELLIGENCER.      | January 29, 1648. | Execution of Charles and Speech on Scaffold.   |
| THE GAZETTE.        | Sept. 9, 1658.    | Death of Oliver Cromwell.  |
| THE NEWES.          | July 6, 1665.     | The Great Plague.  |
| THE LONDON GAZETTE. | Sept. 10, 1666.   | The Great London Fire.   |
| "                   | July 4, 1770.     | Transfer of the 13 States.   |
| THE TIMES.          | January 26, 1793. | Execution of Louis XVI. and Will.  |
| "                   | July 3, 1797.     | Execution of Richard Parker for Mutiny.  |
| "                   | Oct. 3, 1798.     | Nelson's Victory over French Fleet near Rosetta.   |
| "                   | Sept. 28, 1798.   | Rebellion in Ireland.  |
| "                   | Nov. 7, 1805.     | Account of the Battle of Trafalgar.  |
| "                   | January 10, 1806. | Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car. |
| "                   | June 22, 1815.    | Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.                              |

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**BEST WORK AT LOWEST PRICE**

Let us estimate on your next order. Once a customer always a customer.

**FRANK S. ADAMS CONTEST CO.**

72 Washington Street, Atlanta, Ga.

**EXPERT MANAGERS OF PRIZE VOTING CONTESTS RESULTS GUARANTEED**

**SUCCESSFUL CONTESTS NOW RUNNING ON:**

The Winnipeg. Men. Tribune: The McKeesport, Pa. Times; The Auburn, N. Y., Citizen. WHITE OR WINE.

# THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

Issued Every Saturday at 17-21 Park Row, New York.

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

I. B. SHALE, President and Editor.  
G. P. LEFFLER, Treasurer.

T. J. KEENAN, Secretary  
R. M. BONIFIELD, Associate Editor.

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DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.

Entered at Second Class Mail Matter in the New York Post Office.

NEW YORK, SATURDAY, JULY 24, 1909.

## PRINTED MATTER ABOUT "GOOD ROADS" IS ALWAYS READ.

Is there an economic subject of popular national interest in the discussion of which all the publishers and editors of the country may agree?

We think there is—GOOD ROADS.

Time was only when the so-called country papers pulled and pushed and hammered county commissioners and road supervisors and State legislators to improve the roads. The city fellows did not seem to care. They had their street pavements to watch. A city street is not a real road.

But now we have the New York Herald and the Atlanta Journal conducting an automobile contest run between the two cities, in the interests of their readers, who are directly interested in the country roads between New York and Atlanta. This contest is only a small expression of the great interest in country roads felt by city residents all over the country.

The automobiles are owned in the cities, mostly. Who cares for auto riding in city streets? The city men are now mightily interested in country roads.

Some of us recall old days when copy was short and the city editor went to the window for a look at the sky and remarked to one of us—"Write a weather story."

It was always news—that weather story. So is the good roads story. And when the editor writes a good roads editorial, they read it.

## WHY DOES HEARST ADVOCATE AN INCOME TAX?

No man engaged in editing or publishing newspapers during all the time since newspapers were first printed has been so bitterly attacked by his fellows in the profession as William R. Hearst.

There are two sides to the discussion of yellow journalism, of course. But no publisher, conservative or yellow, may dispute self-evident fact or truth.

Mr. Hearst's newspapers are just now urging with all the power of brains and splendid organization which are admitted to belong to those papers the constitutional amendment providing for a national tax on personal incomes. This is significant.

Political partisans opposed to Mr. Hearst have not credited him with altruism. For that matter, political opponents of Abraham Lincoln did not feel called on to applaud his motives. It is not to be expected that partisans

will openly admit the virtue of their opponents.

However, partisanship was never so weakly organized as in these days, and perhaps Mr. Hearst is largely responsible for this partial disintegration of old organizations.

And so it has come about that many people are asking—"What has Mr. Hearst to gain from the enactment of an income tax law?"

The average man in the street and the working man in the shop knows, or believes, that Mr. Hearst is one of the wealthiest men in the country. The income from the Hearst estate is said to be enormous. If an income tax is levied Mr. Hearst will be one of the heaviest taxpayers in the country. Why, then, should Mr. Hearst advocate this income tax?

We think it will be difficult and bordering on disingenuous to find any common selfish or sinister motive in Mr. Hearst's advocacy of the income tax. We are even glad to regard it as nearer to expressed altruism than anything we have yet seen coming from a very rich man.

## ENTERTAINED BY GOVERNOR.

### Chief Executive of New Jersey Talks to Newspaper Men at Sea Girt.

Governor Fort of New Jersey entertained the newspaper men of the State at his summer home in Sea Girt last week. In addressing the editors Governor Fort said in part:

"No public official who fears his duty will have anything to do from the press of New Jersey. Taken as a whole, the newspapers of our State are remarkably independent. They are not, with very few exceptions, thick and thin partisans. The old-fashioned newspaper, that was a political organ, has had its day and is fast passing off the scene of action. This is one of the hopeful signs of the times.

"As population increases, the newspaper is to become more and more necessary to the public life and business interests. It is the only sure way of reaching the people. If a public man of to-day gets a fair report of what he says in the news columns of the press he cannot complain. It is of more importance to him to have this than to have you commend him in your editorials.

### Editor Accidentally Drowns.

A. A. Warren, news editor of the Middlesboro (Ky.) News-Record, was accidentally drowned in a canal in that city last week.

## NEWSPAPERS

"Must Have a Particular and Well-Defined Field"—The Daily and Weekly Press Are Important Agents of Progress and Can Do Great Work for Their Communities.

In an address before the North Carolina Press Association at Hendersonville, Col. M. V. Richards, of the Southern Railway, declared that the liveliest and most progressive places were those in which newspapers have been the best exponents of local needs and conditions.

It is necessary to emphasize the power of the press. Time was when its power was that of the man who wrote the editorials. With the great changes that have brought the news feature to the front, that has been changed.

It is the paper with its news which keeps the people informed of actual occurrences and conditions, enabling them to think for themselves with a clearer understanding than ever before, which has the great power of creating and leading public opinion to-day.

This change has not altogether taken from the editor his great power. If he is no longer the creator and molder of public opinion, he still remains its exponent, and, where he possesses the proper equipment, is its director and leader.

### MUST HAVE PARTICULAR FIELD.

So great have grown the affairs of the nation, the complexities and varied interests of our life, that the newspapers or other publications of to-day must have its particular and well-defined field.

It must be local in its character or devoted to some special subject, interest or industry. There remain and always will remain a few great newspapers with particular influence upon the thought of the nation or upon some special lines.

Publications such as most of you represent, whether class or general newspapers, do their part in influencing the thought of the nation, in making political opinion, educating the people in religious and educational or industrial affairs, by their influence upon your special constituency.

The daily and weekly press which cover the local and general news field are most important agents of progress, and are in a position to do a mighty work for their towns and sections.

There are many ways in which the general newspaper can aid industrial and other development. Its influence from its close relationship to all the interests and to the life of the people of its territory is always potent, and I believe that influence can be increased by a more careful and a greater attention to the building up of the town and the State.

There are some things which seem to me should be a part of the policy of every local general newspaper in the South. First, particular attention should be paid to the industrial, agricultural and other subjects which have a bearing upon the development of the country.

### SHOULD FURNISH INFORMATION.

The best information concerning these things should be given to your readers. Methods of improvement in

conditions, means for advancing the material interests of the community, the making of both your own people and the outside world acquainted with every resource and possible advantage should always be in your mind.

This involves careful study of many topics and interests affecting your community, means the gathering of the most reliable information and the placing of it before your readers in the best and most attractive manner.

The increasing attention of the newspapers of the country are giving to the industrial field and to the general work of development demonstrates the interest their readers have in these subjects.

By paying particular attention to them, I am sure nearly every editor here will find that he is giving his readers something they appreciate, and at the same time will do a splendid work for his particular community and his State.

I have found in my experience that the liveliest and most progressive places were those in which the newspapers have been the best exponents of local needs and conditions.

I have discovered, too, that while practically the entire press has been eager to do its part of the work in building up the community, there have been many newspapers which have not appreciated the importance of giving news of industrial or agricultural matters and of keeping before their readers the things which relate to the general progress.

You may pick up copy after copy of some newspapers and not find an item giving information about farming or business affairs; the outsider may study such papers in vain to discover something about the value of farm lands, the value of different crops, the character of schools the place has, the business conditions existing, etc.

### INFLUENCE WIDESPREAD.

No one can tell where the influence of even the smallest country weekly will reach. The news you give, the editorial setting forth the conditions or the advantages of some special kind is almost certain to have its influence in some unlooked-for direction.

The daily and local press should be the leader in all that pertains to the welfare of the community. The thorough co-operation of the business men, of all the people of a community is necessary to its growth.

That co-operation is the result of an intelligent and active public spirit. Whether that public spirit exists or not in your community depends upon you to a very large extent. Your labors can create a healthy civic enterprise.

There are scores of ways for you to do this. Your own personal knowledge of your local needs and conditions and your individual methods of work will show you how this work is best done.

Few people should be so well informed about every resource and every possible advantage of a community as the editor. Few people should be so able to set forth the locality's advantages and needs as he. The newspaper should be a constant advertisement and a steady advertiser of its territory.

### Editor Made Prison Chaplain.

The Rev. Thomas W. Houston, for the past year telegraph editor of the Leavenworth (Kan.) Times, has been appointed chaplain of the Kansas penitentiary.



**PERSONAL**

Editor E. W. Wonder, father of W. H. Wonder, of the Onawa (Ia.) Democrat, is seriously ill at his home in Mondamin.

Harvey E. Newbranch, editor of the Omaha (Neb.) World-Herald, has been appointed regent of the State University by Governor Shallenberger.

Edwin Bjorkman, health editor of the World's Work, attended the conference on Child Welfare at Clark University, Worcester, Mass.

Hugh Sutherland, associate editor of the Philadelphia North American, is making a tour of Ireland and writing a series of articles on economic, social and political conditions there.

H. R. Baumann is now connected with the Chicago branch of Hampton's Magazine.

Paul E. Lodge, formerly editor of THE EDITOR AND PUBLISHER, was married recently at Bishop (Cal.) to Miss Claudia Adams.

E. B. Clark, president of the United Press Association, is on a business trip to the Pacific Coast.

George K. Trask, the veteran railroad editor of the Indianapolis Star, celebrated his seventy-seventh birthday anniversary last week.

W. Harlee Branch, city hall reporter of the Atlanta Journal, spent last week in Savannah.

Dr. John Bancroft Devins, editor of the New York Observer, is organizing the Oriental Travel League for Bible teachers and students.

William B. Norris, a member of the editorial staff of the Dayton (O.) Journal, delivered an address on the subject, "Asleep at the Switch," at the Riverdale United Brethren Church last Sunday.

**CLUBS AND ASSOCIATIONS.**

East Texas editors met at Tyler and organized the East Texas Press Association. R. E. Yantis, of Athens, was selected president; G. B. Whitley, of Bullard, secretary, and E. M. Christman, of Grand Saline, treasurer. A committee on constitution and by-laws was appointed. The next meeting of the association will be held on Sept. 24 and 25, the place to be named by the president.

The South Carolina State Press Association, at the annual meeting held in Greenville, elected the following list of officers: President, August Kohn; vice-presidents, William Banks and J. C. Mace; secretary, R. L. Freeman; treasurer, James L. Sims. Members of the executive committee: E. H. Aull, E. H. Decamp, William E. Gonzales.

President T. C. Underwood, of the Kentucky Press Association, has appointed the following executive committee for the coming year: W. B. Haldeman, editor Louisville Times, chairman; Ed Shinnick, editor the Record, Shelbyville; Judge E. Barry, editor the Tribune, Benton; J. R. Williams, editor the Pendletonian, Palmouth; Charles Metcalf, editor of the Sun, Pineville.

The following officers were elected at the annual meeting of the Georgia

Weekly Press Association held at Douglas last week: A. S. Hardy, of Gainesville, president; C. M. Methvin, of Eastman, vice-president; L. E. Heath, of Douglas, vice-president; W. A. Shackelford, of Lexington, secretary; Berry T. Mosely, of Danielsville, treasurer; H. M. Stanley, of Dublin, corresponding secretary.

**OBITUARY.**

W. Elmer Whittier, one of the owners and publishers of the Stoneham (Mass.) Independent, died of heart failure in that city. He was fifty-five years old.

J. M. Brown, editor of the Bainbridge (Ga.) Democrat, died at his home in that city last Friday.

Rudolph Lesow, founder of the Belletristisches Journal, an influential German newspaper during the Civil War period, died at his home in Brooklyn in his eighty-ninth year. He was born in Schlesing Holstein and graduated at the University of Kiel. He took an active part in the revolution of 1848 and afterward escaped to England where he was married. He came to this country and founded a newspaper in support of the North. He also wrote a history of the Civil War, the war of 1812 and many novels. He retired from active life thirty years ago.

James Mulligan, a newspaper man of Atlantic Highlands, N. J., died of acute indigestion after eating heartily of clam chowder. He was twenty years old and was connected with several New York papers.

Captain William B. Lynch, for more than fifty years editor of the Leesburg (Va.) Washingtonian, died at his home in that city from complications, resulting from heat prostration. He was eighty-two years old. Capt. Lynch was born in Frederick City, Md., and came to Leesburg several years before the Civil War and purchased the Washingtonian. He served the entire period of the war as a member of the Loudoun Guards, after called the Seventeenth Virginia Regiment. He resumed his newspaper work after the war. In 1903 his paper was consolidated with the Minor and the combined papers were issued as the Washingtonian-Minor. Capt. Lynch remained as editor until January 1, 1906, when he retired, after having served fifty-five years in the editorial chair.

Colonel Alfred Bunot, widely known as an editor and explorer, died in Los Angeles after a long illness, due to overwork. He was born in Milwaukee, but his early life was spent in California, where he became a member of the staff of the Los Angeles Herald. He was at one time connected with the Pittsburg Dispatch and the New York Tribune.

Henry Harmon Neill, real estate editor of the New York Evening Mail, died last Monday at his home in St. George, S. I., of liver trouble. Mr. Neill was born at Matlock, Derbyshire, England, in 1864, and graduated from the Columbia Law School and School of Political Science in 1886. He leaves a widow and one son.

The annual meet of the Ohio Associated Dailies will be held at Cedar Point Aug. 3 to 6, inclusive.

**STAFF NEWS AND CHANGES.**

Otho H. Barnes, for the past three years editor and manager of the Tygarts Valley News, published at Elkins, W. Va., has resigned. He is succeeded by Manley W. Track of Parsons, W. Va.

Harvey C. Dodge, formerly of the Philadelphia Evening Bulletin and the Harrisburg (Pa.) Evening Telegraph, has been made editor and business manager of the Newport (Pa.) Ledger.

Serena Singer Shrom, who has been publishing the Newport (Pa.) Herald since the death of H. K. Shrom, the former owner, has been made associate editor on the paper.

Elmer L. Schuyler, formerly managing editor of the Williamsport (Pa.) Evening News, has accepted a position in the editorial department of the Washington (D. C.) Times.

John Y. Chidister, formerly city editor of the Williamsport (Pa.) Gazette and Bulletin, will become managing editor on the News of that place.

Rev. Chas. M. Elderdice has become editor and R. M. Gambrell business manager of the Federalsburg (Md.) Courier, formerly conducted by J. Raymond Charles.

The Republican Printing Co., publishers of the Iowa City (Ia.) Daily Republican, have purchased the Daily Republican building from David Brant.

**Appointed Assistant Postmaster.**

E. E. Large, for the past thirteen years city editor of the Ashtabula (O.) Beacon-Record, has been appointed assistant postmaster of Ashtabula.

**\$20,000.00**

**Buys only daily in fast growing city of 20,000. A fair cash payment will be accepted, balance can be deferred. This property is a result of recent consolidation. Intelligently handled it can permanently dominate the field and doubtless for some years will be without competition. A safe, well equipped investment that will rapidly increase in value.**

**Proposition No. 501.**

**C. M. PALMER**  
Newspaper Broker  
277 Broadway, N. Y.

**Daily News Service Illustrated**  
News by Mail—600 Words Daily—  
With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Clin't Times-Star, Detroit Free Press, etc. TRIAL FREE.

**GEORGE GRANTHAM BAIN**  
32 Union Sq., E., New York City

**NEW YORK HERALD SYNDICATE**  
Cable and Feature Service  
Address  
Herald Square, New York City  
Canadian Branch  
Desbarats Building, Montreal

**THE INTERNATIONAL SYNDICATE**  
Established 1899.  
**Features for Newspapers**  
BALTIMORE, MD.

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**CAPABLE ALL-AROUND**

newspaper man and strong ad. writer wants a job in which he can show to the bosses' profit what stuff he is made of. Willing to quit New York if it is made worth his while. Gift-edged references. "LEON," care THE EDITOR AND PUBLISHER.

**FOR SALE**

**SELL AT ONCE.**

One Harris automatic press 15x18 with sheet, bag and envelope attachments; 1 monotype outfit consisting of 1 caster, 2 molds; 1 German disc ruling and printing machine. Will be disposed of by BECKER BROS., 800 Penn Ave., Pittsburg, Pa.

**BABCOCK 7 COL. QUARTO.**

in good order and can be seen running; cash or negotiable paper. BOX 808, Piqua, Ohio.

**COMPLETE BINDERY,**

including ruling machine, modern and good as new; bought out a competitor; these items duplicate our own bindery. M. L. BATH CO., Ltd., Shreveport, La.

**PRESSMAN WANTED.**

ON LARGE MAGAZINE ROTARY.—A first-class man for a two-deck press equipped with color couples, cover feeding and wire stitching attachments. Must have good technical ability, and be able to get high-class results. Good position in modern plant for non-union man. Application must be accompanied by references giving experience, full detail of qualifications to take charge and stating salary expected. Address the Homestead Company, Des Moines, Iowa.

**MISCELLANEOUS.**

**LEAGUE BALL RESULTS FOR**

Morning papers, \$1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

**ADVERTISING MEDIA.**

**CONNECTICUT.**

**MERIDEN MORNING RECORD.** Old established newspaper, delivering more than 90 per cent. of its circulation directly into homes. Only two-cent newspaper in city. Population of field covered exceeds 60,000.

**NEW YORK.**

**THE BUFFALO EVENING NEWS** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

**WISCONSIN**

**The Evening Wisconsin**  
MILWAUKEE, WIS.  
THE LEADING HOME PAPER OF THE STATE  
The Paper for the Advertiser Who Desires Results

**J. WILBERDING**  
Newspaper Representative  
225 FIFTH AVE. NEW YORK

**THE LOVEJOY CO.,** Established 1853.  
**ELECTROTYPERS**  
and Manufacturers of Electrotype Machinery.  
444446 Pearl Street NEW YORK

LET ME REPRESENT YOU  
"THERE'S A REASON"  
**F. P. ALCORN, Newspaper Representative**  
FLATIRON BUILDING, NEW YORK.

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS

The Jansen Advertising Agency, West Somerville, Mass., is asking for rates.

The Hayward Novelty Company, 342 West Twenty-first street, New York, is asking for rates generally in newspapers throughout the country.

The George Batten Company, East Twenty-fourth street, New York, has secured the advertising of Waitt & Bond, Blackstone's Cigar, Boston. This business will be placed about August 1.

The Hostetter Company, Hostetter Bitters, Pittsburg, is placing small orders in the West and Southwest.

H. W. Kastor & Sons, St. Louis, are placing 7,000 lines in Southwestern papers for F. R. Rice, Mercantile Cigar Company, same city.

The Darlow Agency, Omaha, Neb., is placing one inch thirty times, for the advertising of the Brownell Hall, same city.

Lord & Thomas, Fifth avenue, New York, are placing twelve inches, thirty-two times, in Southwestern papers, for the United Cigar Manufacturing Company, same city.

N. W. Ayer & Son, Philadelphia, are making contracts in Southern and Western papers for the Beatrice Creamery Company, Meadow Gold Butter and Continental Creamery Company, Parksdale Butter, Beatrice, Neb.

The E. H. Clark Advertising Agency, Chicago, is making contracts in Pacific Coast papers for the Val Blatz Brewing Company, Blatz Beer, Milwaukee, Wis.

The Witt K. Cockrane Advertising Agency, Chicago, are making 1,000 line contracts, in Southwestern papers, for the Kewanee Boiler Company, Kewanee, Ill.

Frisbie, Coon & Co., manufacturers of the "Frisco" and "Elmer" collars, are placing 56 lines, 126 time contracts through the German American Advertising Agency, Philadelphia.

The Dollenmayer Advertising Agency, Minneapolis, is placing twenty-eight lines ten times, for the Transit Supply Company, Tonka Bay Hotel, Lake Minnetonka, Minn.

Albert Frank & Co., Broad Exchange Building, New York, is placing one inch three times a week for three months, for the White Star Line, Cruize of the Arabic, 9 Broadway, New York. This agency is also making up the list for the Hamburg-American Line, 45 Broadway, New York.

Nelson Chesman & Company, Chattanooga, Tenn., are placing five inches

double column, t. f. for the Reid-Gordon Company, Gordon's Eagle Whiskey, Old Times Sweet Mash Corn Whiskey, 129 Pearl street, Cincinnati, Ohio. This agency is also placing five inches, double column, one time a week, for eight weeks, for E. R. Betterton & Company, 121 West Third street, Cincinnati.

Yearly contracts are being made for advertising "Collins Foot Powder" and Littlefield's "Littol Cleansing Powder" by the German American Advertising Agency, Philadelphia.

The Merrill Advertising Agency, Inc., 1161 Broadway New York city, is placing the advertising on the exchange basis for the Hotel St. Mark, Oakland, Cal.; Euclid Hotel, Cleveland, Ohio; Kernan Hotel, Baltimore, Md., and the Grenoble Hotel, New York City.

## ADVERTISING NOTES.

The Washington (D. C.) Herald has sent out letters to advertisers throughout the country offering to pay the expenses of an expert auditor to any advertiser who is interested in making an examination of the circulation of the Herald.

J. T. Fitzgerald, of the Benjamin-Kentnor Company, Brunswick Building, New York, has returned home after visiting different papers in New York and Pennsylvania, represented by that agency.

Adrian Knox, of Hand, Knox & Co., is on a ten days Western trip in the interest of the papers represented by his agency.

L. A. Sandlass, advertising agent, Baltimore, is spending a few days with his brother, William Sandlass, at Highland Beach, N. J., preparatory to taking up the advertising campaign of Hunter Whiskey.

A. B. Lukens, special agent, Tribune Building, New York, is spending his vacation at his old home in Fort Wayne, Ind. Mr. Lukens represents the Fort Wayne Sentinel.

George H. Reichard, of the Scripps-McRae League New York office, has returned home after a three weeks' vacation spent in Ohio and the Great Lakes.

T. B. Eiker, of the Emergency Laboratories, West Twenty-fifth street, New York, has purchased the controlling interest in the Atlas Carburetter. Mr. Eiker has opened a factory in Newark, N. J., that is now manufacturing the new carburetter. It is stated that this new invention will save 25 per cent. of the gasoline and will be manufactured and put on the market at a much smaller cost than any of the present carburetters.

T. S. Hand, of Hand, Knox & Co., returned this week from a Western trip. Mr. Hand reports conditions in that section to be in a very prosperous condition, and stated that the outlook for new business from the Western field was never better.

J. C. Wilberding, special agent, Brunswick Building, New York, has returned from an up-State trip. Mr. Wilberding states that the outlook for new business this fall in that section was very encouraging.

J. P. Hall has purchased the Arbuckle (Cal.) Planter from W. W. Felts, its founder. Mr. Hall has been for some time the principal of the College City (Cal.) Public schools.

# ROLL OF HONOR

The following publications have allowed the Association of American Advertisers to make a thorough examination of their circulation records, and have received certificates showing the actual circulation of their publications:

**ALABAMA.**  
ADVERTISER .....Montgomery  
ITEM .....Mobile

**CALIFORNIA.**  
BULLETIN .....San Francisco  
CALL .....San Francisco  
EXAMINER .....San Francisco

**FLORIDA.**  
METROPOLIS .....Jacksonville

**GEORGIA.**  
CHRONICLE .....Augusta  
LEDGER .....Columbus

**ILLINOIS.**  
HERALD .....Joliet  
JOURNAL .....Peoria

**IOWA.**  
CAPITAL .....Des Moines  
THE TIMES-JOURNAL .....Dubuque

**KANSAS.**  
GLOBE .....Atchison  
CAPITAL .....Topeka  
GAZETTE .....Hutchinson  
EAGLE .....Wichita

**KENTUCKY.**  
COURIER-JOURNAL .....Louisville  
TIMES .....Louisville

**LOUISIANA.**  
ITEM .....New Orleans  
TIMES DEMOCRAT .....New Orleans  
STATES .....New Orleans

**MASSACHUSETTS.**  
LYNN EVENING NEWS .....Lynn

**MISSOURI.**  
DAILY AND SUNDAY GLOBE .....Joplin

**NEW JERSEY.**  
PRESS .....Asbury Park  
JOURNAL .....Elizabeth  
TIMES .....Elizabeth  
COURIER-NEWS .....Plainfield

**NEW YORK.**  
TIMES-UNION .....Albany  
BUFFALO EVENING NEWS .....Buffalo  
NEWBURGH DAILY NEWS .....Newburgh  
LESLIE'S WEEKLY (Cir. 115,000) .....New York  
RECORD .....Troy

**OKLAHOMA.**  
OKLAHOMAN .....Oklahoma City

**PENNSYLVANIA.**  
TIMES .....Chester  
HERALD .....New Castle  
BULLETIN .....Philadelphia  
GERMAN GAZETTE .....Philadelphia  
DISPATCH .....Pittsburg  
PRESS .....Pittsburg  
TIMES-LEADER .....Wilkes-Barre

**TENNESSEE.**  
NEWS-SCIMITAR .....Memphis  
BANNER .....Nashville

**TEXAS.**  
CHRONICLE .....Houston  
RECORD .....Fort Worth

**WEST VIRGINIA.**  
GAZETTE .....Charleston

**WISCONSIN.**  
EVENING WISCONSIN .....Milwaukee

## BUSINESS OFFICE NOTES.

The management of the Minneapolis Journal states that the Journal carried 2,369 columns of advertising in June.

The Detroit (Mich.) News claims an increase in circulation of over 10,000 copies daily for the first six months in 1909 over the same period of last year.

The average daily circulation of the San Francisco Call from the first of April, 1908, to April first, 1909, was 60,417 each week day and 70,116 each Sunday as certified to by the Association of American Advertisers.

## Will Establish Western Branch.

On August 1 Hand, Knox & Co. will open up a new office in the Journal Building, Kansas City, Mo. J. P. Dikman, of the Chicago office, will have charge. He will be assisted by C. R. Arries, of the advertising department of the Kansas City Journal.

The R. H. Gile Publishing Co., of Milwaukee, has been incorporated with a capital stock of \$15,000.

## THE NORWALK HOUR

**NORWALK, CT.**  
Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

## THE ASBURY PARK PRESS

is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.  
J. LYLE KINMONTH, Publisher  
ASBURY PARK, N. J.

## Statement of FEBRUARY, CIRCULATION SPRINGFIELD (Mass.) DAILY NEWS

**DAILY AVERAGE 10,453**  
Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

## American Home Monthly

**A Household Magazine**  
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.  
HENRY RIDDER, Publisher.  
27 Spruce Street, New York.

## The New Orleans Item

Largest Total Circulation by Thousands  
Greater City Circulation Than Any Two Combined

SMITH & BUDD

FOREIGN ADVERTISING REPRESENTATIVES  
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg  
New York St. Louis Chicago



TOO MANY EDITORS?

"They Are Not as Numerous as the Men Who Believe They Could Do the Editor's Work Better Than the Editor."

Joseph Smith, who conducts the "Scrap Heap" column in the Boston Traveler, recently had the following to say about "The Editor," in answer to a correspondent who thinks the country is overrun with them:

An irreverent Dorchester correspondent attempts to stab our pride and self-respect when he writes us in this fashion:

"Don't you think there are too many editors in this country? When you get down to the bones of things, are editors of any particular use? Hasn't my opinion as much value as yours?"

Probably there are too many editors in this world; yet they are not as numerous as the men who believe they could do the editor's work better than the editor. Whether editors are useful creatures or otherwise is largely a question of opinion; they exist, and are used; and things that are used, whether they be door-knobs, rubber heels, doughnuts, or editors, must be useful.

As to the comparative value of the opinions of the editor and the correspondent, the best and most conclusive answer is that the opinions of the editor are paid for.

WORK SOON FORGOTTEN.

The editor is human; his work is ephemeral; and it is difficult to estimate the results of it, because it is difficult to learn exactly the influence it exerts. His work is written, printed, published read and cast aside in a day.

You can follow the work of the far farmer from plow to pantry, from seed-time to stomach, and with mathematical certainty; but the editor's work is from day to day; he throws his ideas out of the window; they may be seed thrown on good soil; they may be pearls cast before swine; you can never tell.

Editorials are like the grace of God: they may convert a sinner or concrete a scoundrel; they may tap the tear ducts of a saint or excite the jeers of a grafter. It all depends. If they cause the reader to become a correspondent with a kick they are not in vain.

PUBLIC DAMNS THE EDITOR.

As a general proposition the public buys the paper and damns the editor; it will declare he has no influence until he steps on its corns; then—well, then it is different.

There are two things every American can do better than the men on the job—run a newspaper and manage a hotel. If there is any esteemed friend, American and countryman who doesn't believe in this declaration he is either dead or in an asylum.

We have a number of unpopular citizens in mind whose enemies have often wished they were exiled, or in jail, or running for office. We don't; we are content to wish they were running a newspaper and financing it themselves; they would then be so busy that people would forget them.

NOT POPULAR WITH POLITICIANS.

As a general proposition the editor is not popular with the politician; their aims are antagonistic; the editor wants news and publicity; the politician avoids publicity and to him no news is the best news; and the nosi-

ness of the newspaper person merely induces passion and profanity.

The man who is kicked by a mule is seldom an admirer of that interesting creature; the sagacity, pugnacity, speed of his terminal facilities and marksmanship do not make a pleasant impression on the man; and the statesman with a nice little scheme on his hands, who finds all its plans and specifications in a newspaper when he wakes up some morning, is certain to indulge in a bunch of rhetoric similar to the man who has been in collision with a mule, and it is not fit to print.

EDITOR SOME PUMPKINS.

In fact, by his public utterances the statesman has not any higher opinion of the editor's utterances than our esteemed Dorchester correspondent; but you will find the fellows on the other side of the game willing to admit the editor may not know it all, but that he is some pumpkins.

One thing is certain—vanity does not thrive riotously in editorial rooms; when the public isn't taking a fall out of him, the editor is being reminded by his contemporaries that his opinions are mere piffle, punk, rot. No! The editor's life is not a happy one; but he has a certain and distinct value, and its estimate depends largely on whether you are behind his chair or impaled on the point of his pen.

We should say at a venture our correspondent needs not editorial but medical advice; a blue pill would help him.

STAR RECEIVERSHIP REPORT.

Figures Showing Operations of Three Papers in Federal Court.

George C. Hitt, receiver for the Star Publishing Company, of Indianapolis, has filed his report of the operations of the company for the month of June.

The gross earnings of The Indianapolis Star were \$54,006.60; operating expenses, \$47,977.42; net earnings, \$6,029.18. The gross earnings of The Muncie Star were \$11,803.86; operating expenses, \$9,283.84; net earnings, \$2,520.02. The gross earnings of The Terre Haute Star were \$13,280.45; operating expenses, \$12,671.38; net earnings, \$609.07.

The total earnings of the three papers were \$9,158.27, to which is added interest receipts of \$156.92, making total earnings \$9,315.19. Against this amount the following items were charged: Receivership expenses, \$300; interest on bonds and past due coupons, \$2,745.84; interest on demand note, \$1,103.20; total charges, \$4,149.04. The surplus for the month, after making provisions for the foregoing charges, was \$5,166.15.

The assets of the company on June 30, 1909, amounted to \$327,948.59; liabilities, \$902,956.43. No account is taken, however, of franchises and good will under assets, nor of the outstanding capital stock under liabilities.

G. HERBERT HENSHAW.

Succeeds Frederick M. Munroe as Editor of Brooklyn Life.

G. Herbert Henshaw has succeeded Frederick Mitchell Munroe as editor of Brooklyn Life.

Mr. Munroe, who has had editorial charge of that publication for nearly twenty years, resigned to engage in other business.

Mr. Henshaw has been identified with Brooklyn Life nearly as long as his predecessor.

CHANGES IN INTEREST.

J. E. McCutchan, for two years superintendent of the Pawnee City schools, has bought a half interest in the Pawnee (Okla.) Courier-Dispatch and will take over the entire management of the paper.

The Iola (Kan.) Record and Register, afternoon papers, and the morning Index have been consolidated and will be published by the Register Publishing Co. F. W. Brewster is manager.

The Hiawatha (Kan.) News has been consolidated with the Hiawatha Democrat.

T. C. Roddy, of Wills Point (Tex.) and J. T. Pryor, of Forney (Tex.) have bought the Terrell (Tex.) Times-Star from G. T. Spears and J. S. Bagnell.

G. T. Spears and J. S. Bagnell, former owners of the Terrell (Tex.) Times-Star, are now publishing the Forney (Tex.) Messenger.

P. W. Hartnell, until recently of the Sea Cliff (L. I.) News, has leased the Glen Cove (L. I.) Examiner and Sea Cliff (L. I.) Recorder.

Boston Press Club Moves.

The Boston Press Club has secured temporary quarters in the Albion building on Beacon street. The move was necessitated by the fact that the building at 3 Beacon street, which has been the home of the club for some time, is about to be torn down to make way for a more modern structure. When the building is completed the club will occupy the entire fifth floor which will be adapted and especially fitted up for the clubs needs.

States-Times to be Independent.

G. E. Edmonds and C. P. Winship have bought the States-Times of Baton Rouge, La. In their opening announcement they declare the publication will be run as an independent newspaper and not as the mouthpiece of any one political party.

The Nelson Publishing Co., of Napoleon, Mich., has been incorporated. Capital, \$30,000.

The School of Hard Knocks

Advertisement for 'The American Printer' magazine, featuring an illustration of a printer and text describing its practical value for the printing industry.

INCORPORATIONS.

Times-Record Company, Fort Smith, Ark., publishing; capital, \$100,000. Incorporators: J. R. Arbogast, George T. Williams, Minerva H. Kendrick and J. F. Henny.

The Torrington News and Publishing Company, Torrington, Conn.; will print newspapers and other publications in Torrington; capital, \$20,000. Incorporators: Thomas J. Wall, Edward J. Burns and Patrick J. Dwan.

The Fargo (N. D.) News Printing Co. has been incorporated. Capital, \$100,000.

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SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo. "We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shledanweid & Co., Chicago.

"Very popular publication."—Challenger Machinery Company, Chicago. "The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linnens, Mo.

American firms contemplating opening up foreign trade should place their announcements in this paper. Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York.

Send for sample copy.

Advertisement for 'THE CHEMICAL ENGRAVING CO.' with address 9-15 MURRAY ST. NEW YORK. Includes text: 'HIGH GRADE PHOTO ENGRAVING AND DESIGNING', 'LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES', and 'TELEPHONES 1551 & 1552 - CORTLAND'.

Advertisement for 'POWERS' photo engraving. Text: 'TAKE IT TO POWERS', 'OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH', 'ON TIME ALL THE TIME', 'POWERS PHOTO ENGRAVING CO.', '154 Nassau St. N.Y. Tel. 4266-4 Bookman'.

Advertisement for 'THE KOHLER SYSTEM' by Kohler Brothers. Text: 'Send To-day for the List of Users of THE KOHLER SYSTEM', 'We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.', 'Kohler Brothers, 277 Dearborn St., CHICAGO', 'LONDON: 56 Ludgate Hill, E. C. NEW YORK: No. 1 Madison Ave.'

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